

IN THE CLAIMS

This listing of the claims replaces all prior versions:

1. (Currently amended) An apparatus for event-driven content analysis of an audio captured interaction captured in a call center, within a computerized system having a processing unit and a storage unit, the apparatus comprising the elements of:
~~a media type selector component to select a type of an interaction media inputted for analysis from an at least one interaction recording or storage device;~~
~~an audio or video recording device for recording the audio interaction;~~
~~a pivot spot definer defining component to mark for automatically marking an at least one time position in the audio interaction media to indicate that indicates the occurrence of an at least one pre-defined event or data item;~~
~~a first analysis component;~~
~~a region of interest definer defining component to define for defining an initial region of interest, by determining the time limits of an at least one segment of the audio interaction, the segment containing the time position of a pivot spot,~~
~~and for activating the first analysis component for dynamically reducing the time limits of the initial region of interest to obtain the region of interest; and~~
~~a second analysis component for analyzing the region of interest of the audio interaction,~~
~~wherein the second analysis component requires more computing resources than the first analysis component.~~
2. (Currently amended) The apparatus of claim 1 further comprising a content analysis input selector component to determine an at least one input or parameter for ~~an the first analysis component or the second analysis~~ ~~at least one analyzer~~ component.

3. (Currently amended) The apparatus of claim 1 further comprises an analysis type selector component to identify and to select ~~the first analysis—an at least one analyzer component or the second analysis component-type for determining the region of interest.~~
- 4.-8. (Cancelled)
9. (Currently amended) The apparatus of claim 1 ~~wherein the first analysis component or the second analysis component is further comprises~~ an audio analyzer component ~~to—for analyzinge the-audio~~ elements of the interaction data.
10. (Currently amended) The apparatus of claim 1 ~~wherein the first analysis component or the second analysis component is further comprises~~ a computer telephony interface events analyzer component ~~for to-identify and capture-analyzing~~ at least one computer telephony integration events occurring during the interaction.
11. (Currently amended) The apparatus of claim 1 ~~wherein the first analysis component or the second analysis component is further comprises~~ a screen event analyzer component ~~to—for identifying~~ an at least one screen event associated with the interaction data ~~and capture at least one sereen based on the sereen event.~~
12. (Currently amended) The apparatus of claim 4-9 ~~wherein the audio analyzer component further comprises the elements of:~~
 - a word spotting component to locate and identify pre-defined terms or patterns in the speech elements of the interaction data;
 - an emotion analysis component to locate and identify positive or negative emotions in the interaction data; and
 - a talk analyzer component to identify and locate specific pre-defined speech events in the speech elements of the information data.

13.-14. (Cancelled)

15. (Original) The apparatus of claim 14 wherein the interaction media is at least one data packet carrying voice or other media over internet protocol.
16. (Original) The apparatus of claim 1 wherein the region of interest is a specific segment of the interaction media that is analyzed to extract meaningful interaction-specific information in an organization.
17. (Currently amended) The apparatus of claim 1 wherein the interaction ~~meta-data relatesis associated with~~ to an at least one computer telephony integration event ~~or CRM event~~ occurring during the interaction.
18. (Currently amended) The apparatus of claim 1 wherein the interaction ~~meta-data is associated with~~ the at least one screen event.
19. (Currently amended) A method for event-driven content analysis, within a computerized system having a processing unit and a storage unit, the method comprising the steps of:
receiving an audio interaction media between an organization and a customer, the audio interaction media associated with an at least one event, and recorded by an audio or video recording device;
determining an at least one pivot spot, being a time position, on ~~an~~~~the~~ interaction media ~~between an organization and a customer associated with an at least one event associated with the interaction media to be analyzed;~~
determining the time limits of the at least one segment of the interaction media to be analyzed, said limits defining an initial region of interest within the interaction;
optimizing reducing the initial region of interest by performing an at least one first analysis ~~instruction step within~~~~on~~ the initial region of interest and ~~readjusting~~ reducing

the initial region of interest in accordance with a result of the at least one analysis instruction step, to obtain a region of interest; and

~~executing performing an at least one second analysis instruction step on the region of interest, wherein the second analysis requires more computing resources than the first analysis component.~~

20. (Cancelled)
21. (Currently amended) The method of claim 19 further comprising the step of selecting ~~the first analysis or the second analysis a method for the analysis of the at least one interaction media~~ based on the at least one event associated with the interaction.
22. (Cancelled)
23. (Currently amended) The method of claim 19 further comprising the step of selecting ~~the-a parameters to be used in the at least one for the first analysis or the second analysis instruction step on the at least one segment of the interaction media.~~
24. (Cancelled)
25. (Currently amended) The method of claim 19 wherein the region of interest is predetermined ~~by a user or by an apparatus.~~
26. (Original) The method of claim 19 further comprises the steps of receiving interaction data and associated meta-data from an at least one interaction.
27. (Currently amended) The method of claim 19 wherein the ~~at least one first analysis or the second analysis instruction step~~ comprises the step of analyzing the speech elements of the interaction data for the presence of pre-defined words or phrases.

28. (Currently amended) The method of claim 19 wherein the ~~at least one first instruction step or the second analysis~~ comprises ~~the step of~~ analyzing the speech elements of the interaction data to detect positive and negative emotions.
29. (Currently amended) The method of claim 19 wherein the ~~at least one first instruction step or the second analysis~~ comprises ~~the steps of~~ analyzing the speech elements of the interaction data for pre-defined speech patterns.
30. (Previously presented) The method of claim 19 further comprises the steps of identifying an at least one pre-defined computer telephony integration event in the interaction data; and
identifying an at least one pre-defined screen event in the interaction data.
31. (Cancelled)
32. (Currently amended) The method of claim 19 further comprises performing an at least one content analysis step during ~~the capturing~~ of the interaction data and the interaction meta-data.
33. (Currently amended) The method of claim 19 ~~further comprising the step of adjusting wherein the at least one pivot spot or the region of interest on the interaction media are determined based on an event external to the interaction.~~
34. (Previously presented) The apparatus of claim 1 wherein the pivot spot is determined using at least one item selected from the group consisting of: a Computer Telephony Integration event; a screen event; an emotional level; and a spotted word.

35. (Previously presented) The method of claim 19 wherein the pivot spot is determined using at least one item selected from the group consisting of: a Computer Telephony Integration event; a screen event; an emotional level; and a spotted word.
36. (Currently amended) The apparatus of claim 1 wherein the first analysis component used for optimizing reducing the initial region of interest is set selected from the group consisting of: a predetermined length, speaker separation component, audio analysis component, event analysis, a—Computer Telephony Integration event analysis component, Customer Relationship Management (CRM) event analysis component, a—screen event analysis component; an emotional level analysis component, or a word spotting analysed component, audio event analysis component, dual tone multi frequency (DTMF) event analysis component, and event priority analysis component.
37. (Currently amended) The method of claim 19 wherein reducing optimizing the initial region of interest is set done according to an item selected from the group consisting of: a predetermined length, speaker separation, audio analysis, event analysis, a Computer Telephony Integration CTI event analysis, CRM event analysis, a—screen event analysis; an emotional level analysis, or a word spotting word analysis, audio event analysis, DTMF event analysis, and event priority analysis.
38. (Previously presented) The apparatus of claim 1 wherein the captured interaction is between an agent and a customer.
39. (Previously presented) The method of claim 19 wherein the interaction media captures an interaction between an agent and a customer.
40. (Cancelled)

41. (Previously presented) The method of claim 19 wherein the method is used for detecting customer churn indications, wherein the pivot spot is defined using a CTI hold event or a cancellation-related screen event; and wherein the region of interest is defined using emotion analysis or word spotting.
42. (Previously presented) The method of claim 19 wherein the method is used for verifying that an agent requested a customer's permission to put the customer on hold, wherein the pivot spot is the time the agent put the customer on hold, the initial region of interest is the whole interaction, and wherein the region of interest is defined by a first predetermined number of seconds prior to the pivot spot and a second predetermined number of seconds following the hold.
43. (Previously presented) The method of claim 19 wherein the method is used for measuring the effectiveness of a promotion offer to a customer requesting the termination of the service, wherein the pivot spot is the time of a screen event related to offering a promotion or to an account being saved or lost, and wherein the region of interest is defined by a first predetermined number of seconds prior to the pivot spot.

44.-45 (Cancelled)

46. (New) The apparatus of claim 1 wherein the at least one pivot spot or the region of interest are determined based on an event external to the interaction.
47. (New) The method of claim 19 wherein the reducing step is repeated two or more times.